

EQUAL PAY NOW

NewsGuild Social Media Plan for Women's Equal Day March 24, 2021

On Women's Equal Day, The NewsGuild-CWA will support the fight for pay equity in news organizations and other workplaces across the country.

In addition to posting our own tweets (see below), we will join a [Twitter storm](#) at 2 p.m. EDT (11 a.m. PT, 12 p.m. MT, 1 p.m. CT).

Sample tweets are below, but feel free to write your own. Please share your own experiences with pay disparities. Locals and units are encouraged to tweet about the disparities their pay studies revealed. (Please tag @NewsGuild in all your posts.)

Graphics of individual tweets can be found [here](#) and a twitter thread can be found [here](#).

Sample Tweets

1. March 24 is Women's Equal Pay Day, which symbolizes the fact that women, on average, must work well into 2021 to earn as much as white men earned in 2020. Join the fight for equal pay in your newsroom.
www.newsgildequalpay.org/system/files/newsguild-equal-pay-now.pdf @NewsGuild #EqualPayDay #EqualPayDay2021
2. March 24 represents the fact that women must work well into 2021 to earn as much as white men earned in 2020. News organizations are among the offenders. Join the fight for #EqualPayDay #EqualPayDay2021 @NewsGuild
www.newsgildequalpay.org/system/files/newsguild-equal-pay-now.pdf
3. Pay Inequality for Women: What to do?
 - If you work in a union shop, find out what coworkers & others in your field make.
 - Learn more about negotiating for yourself.

EQUAL PAY NOW

- Stand up for your co-workers.
- Organize a union on your job.

www.newsgildequalpay.org/system/files/newsguild-equal-pay-now.pdf @NewsGuild
#EqualPayDay

4. Pay equity isn't just a women's issue, it's a family issue. Join the fight for equal pay.
www.newsgildequalpay.org/system/files/newsguild-equal-pay-now.pdf
@NewsGuild #EqualPayDay #EqualPayDay2021
5. Equal pay for women equals stronger families, stronger communities and a strong economy. www.newsgildequalpay.org/system/files/newsguild-equal-pay-now.pdf
@NewsGuild #EqualPayDay #EqualPayDay2021
6. March 24 is Women's Equal Pay Day. On average, women earn just 82 cents for every dollar earned by white men. It's time to fix this. We demand #EqualPayNow.
#EqualPayDay www.newsgildequalpay.org/system/files/newsguild-equal-pay-now.pdf
7. Today is Women's Equal Pay Day. Journalists: What's your equal pay story? Share it with #EqualPayDay #EqualPayDay2021 @NewsGuild
www.newsgildequalpay.org/system/files/newsguild-equal-pay-now.pdf
8. Think your employer is underpaying women and people of color? You're probably right. Journalists across the country are fighting back, requesting pay data during contract talks and demanding equal pay. #EqualPayDay #EqualPayDay2021. Join us!
www.newsgildequalpay.org/system/files/newsguild-equal-pay-now.pdf @NewsGuild
9. Studies have shown that news organizations across the country pay women and people of color less, on average, than their coworkers. A union can address those inequities. Learn more. DM @NewsGuild or visit
www.newsgildequalpay.org/system/files/newsguild-equal-pay-now.pdf @NewsGuild
#EqualPayDay #EqualPayDay2021
10. News organizations demand transparency from government and business. So why don't publishers act transparently when it comes to pay for women and people of color in their own organizations? We demand Equal Pay Now! Join us! #EqualPayDay.
www.newsgildequalpay.org/system/files/newsguild-equal-pay-now.pdf

EQUAL PAY NOW

11. In this time of racial reckoning, “diversity” and “equity” are common refrains from management. But women & people of color are underrepresented in U.S. newsrooms and continue to earn less than their white, male colleagues. Equal Pay Now! #EqualPayDay. www.newsguildequalpay.org/system/files/newsguild-equal-pay-now.pdf